



Advancing Caribbean Bird Conservation through the Media

Lisa Sorenson & Leo Douglas, BirdsCaribbean
Scott Johnson, Bahamas National Trust and BirdsCaribbean

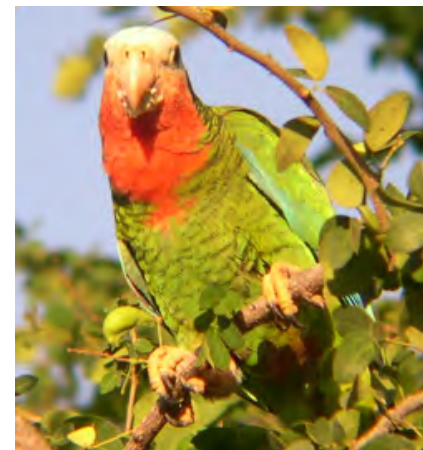
Working together for Caribbean birds and a sustainable future

About BirdsCaribbean



Regional non-profit dedicated to the conservation of Caribbean birds and their habitats.

Together with our partners, we raise **awareness**, promote sound **science**, and **empower local partners** to build a region where people appreciate, conserve, and benefit from thriving bird populations and ecosystems.



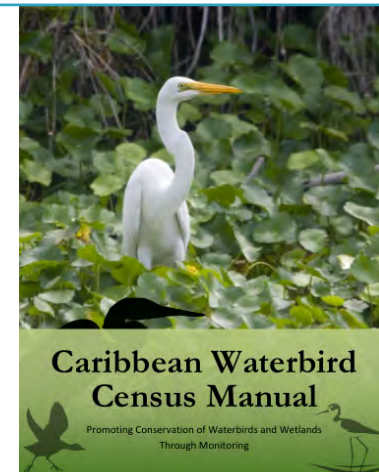
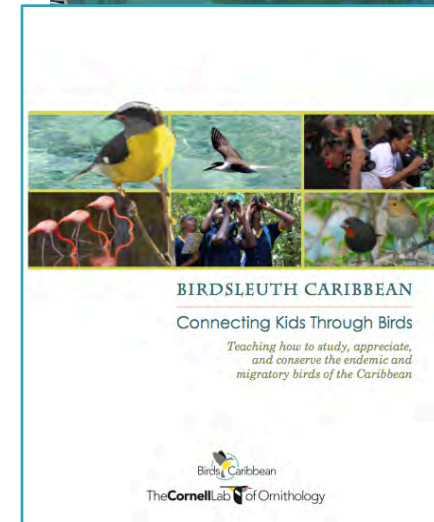
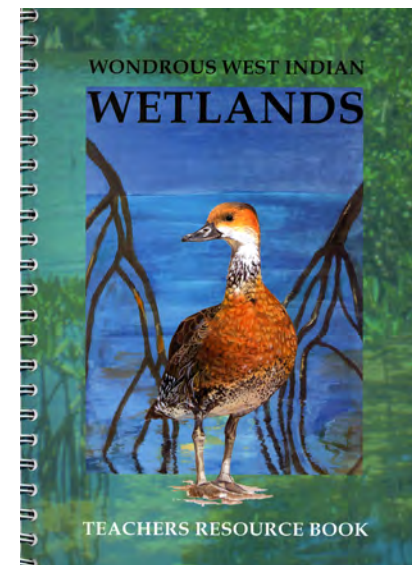
Bird Education

Celebrate two bird festivals every year

- **Caribbean Endemic Bird Festival** in spring
- **International Migratory Bird Day** in Fall

Outreach and education programs

- WIWD and Wetlands Conservation Project
 - BirdSleuth Caribbean
 - Caribbean Waterbird Census
 - Caribbean Birding Trail
- **Effective use of media is **ESSENTIAL** to getting your conservation message out!**



Media Working Group

- ▶ **Meet** once a month to plan for upcoming events and develop materials
- ▶ Maintain a **database** of media contacts on every island in the region
- ▶ Provide **media training** at our conferences:
 - *How to give an interview on radio or television*
 - *How to write a press release*
 - *How to take good photos of your events*
 - *How to blog for conservation*

Media Working Group

- ▶ Provide materials and templates that make media work easier:
 - Templates for press releases
 - High quality photographs
 - Share powerpoints, fact sheets and free eBooks on festival themes
 - Webinars
 - English & Spanish (French)
 - Monthly Newsletter



Education

We engage people of all ages in learning about birds.



In the News

World Shorebirds Day Coming Soon - Count me in!

◀ Gyorgy Szimuly is on a mission to raise global awareness about the astonishing lives of shorebirds. World Shorebirds Day celebrates their journeys but also brings attention to their plights. We are fast approaching ...
Read more...



Join the Crowd and Support Caribbean Seabirds!

Seabirds are among the most endangered of all vertebrate groups. A new crowdfunding campaign is underway to support three critical scientific projects that will drive new discoveries and aid conservation of these ...
Read more...





CENSUS 2016

Finding Our Piping Plovers

Take a peek into the sometimes elusive world of Piping Plovers in the Caribbean and the challenges of finding them on their wintering grounds. [Find out the what we learned in the Caribbean from the 2016 International Piping Plover Census.](#)

Join us for another
exciting webinar!



Want to learn about
Caribbean endemic birds,
why they are important,
and the international and
local laws & programs that
help protect them?

In celebration of the Caribbean Endemic Bird Festival 2016,
BirdsCaribbean and The Bahamas National Trust will be hosting a
webinar under the theme "*Spread your Wings for Bird Conservation.*"
Special guest speaker: Alessandra Vanzella, UNEP Caribbean
Environment Program, Kingston, Jamaica. All are invited to attend!



Date & time: Thursday, May 5th
1 p.m. EDT
Link to register: <http://bit.ly/1>



Spread Your Wings for Bird Conservation (2016)

Restore Habitat Restore Birds (2015)



Join us for another
exciting Webinar!



Want to learn about **native plants**, their
importance to **migratory birds** and
humans, and how to create **bird-friendly
habitat** in your own backyard?



In celebration of **International Migratory Bird
Day 2015**, BirdsCaribbean and The Bahamas
National Trust will be hosting a webinar under
the theme *Restore Habitats, Restore Birds* with
native plant experts, Mr. Pericles Maillis, and
Dr. Joe Wunderle. All are invited to attend!



Date & time: September 29th at 12 p.m. EDT
Link to register: <http://bit.ly/1gKQhcU>



Media Training: BirdsCaribbean Conference in Jamaica, July 2015



Look Sharp!

Promote Your Organization with Great Photography
by Mark Yokoyama

Fact Sheet

Ten Reasons Why Caribbean Birds Matter

The Benefits of Birds to Humans and Nature



There's no question that birds have a special place in the hearts of Caribbean people. The intimate cultural connection between people and birds is reflected in the local names for birds that vary from island to island. They are celebrated in art and literature from the region as well, receiving praise from Bob Marley for "singin' sweet songs," and representing the Caribbean spirit in the poems of Derek Walcott. The true importance of Caribbean birds, however, goes far beyond their beauty and power to inspire.

Although often unknown or unnoticed, birds play many critical roles that enrich the ecosystems and economies of the Caribbean. They act as garbage men, gardeners, fish-finders and tourist attractions. The Caribbean as we know it couldn't exist without them. Best of all, they do all this work for free!



Birds eat pests. A single Barn Swallow can eat 60 insects in an hour, up to 850 per day! Ron LeValley

1. Birds eat pests.

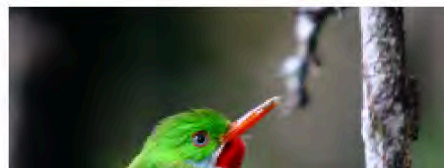
The early bird catches the worm, and many Caribbean birds eat insects of all kinds, like mosquitoes, cockroaches, flies and beetles. In the wild, insect-eating birds help ensure the proper balance between plants, insects and other animals. On farms, and in even in backyard gardens, they do much the same, controlling the population of pest insects for free, and reducing the need to use potentially harmful pesticides.

The coffee berry borer beetle, the world's most serious coffee pest, is an excellent example of this. Research on Jamaican coffee farms has shown that migratory song birds, such as the American Redstart and Black-throated Blue Warbler, and resident birds, such as the Bananaquit and Jamaica Tody, feast on the berry borers during the critical period when the beetles are attempting to invade the maturing coffee berries. This research demonstrated that wild birds in the Caribbean increased the profits of coffee farmers by about 12 percent.

Birds also help control invasive species that are harmful to human health and ecosystems. Birds of prey such as the Red-tailed Hawk, Peregrine Falcon, and owls eat rats and mice in addition to smaller birds, mammals, insects and reptiles. In St. Martin, the American Kestrel hunts immature green iguanas, which are an invasive species.

2. Birds bring birdwatchers.

Birdwatchers love birds. They are visiting the Caribbean to see our rare and beautiful endemic birds and unique habitats. The United States Fish & Wildlife Service has calculated that birding and other wildlife watching is worth \$32 bil-





Media Training: Mock interview with Leno Davis (Bahamas): “Giving thanks to our tourists with feathers . . .”

Free downloadable
eBook

Heritage Plants

Native Trees and Plants for Birds and People
in the Caribbean



Patrimonio Vegetal

Plantas y árboles nativos para las aves
y las personas del Caribe



Using our template press release in local media – Environmental Awareness Group (EAG) in Antigua



[NOTE TO COORDINATORS: THIS DOCUMENT IS DESIGNED TO BE CUSTOMIZED WITH THE DETAILS OF YOUR LOCAL EVENTS. THERE ARE SIX LOCATIONS IN THIS DOCUMENT WHERE WE SUGGEST YOU ADD INFORMATION ABOUT YOUR EVENTS. PLEASE UPDATE THE DOCUMENT AND REMOVE THESE NOTES BEFORE DISTRIBUTING. IF YOU HAVE QUESTIONS, CONTACT MEDIA@BIRDSCARIBBEAN.ORG.]

FOR IMMEDIATE RELEASE

International Migratory Bird Festival Focuses on Habitat Restoration in [*1*YOUR ISLAND]

October 1, 2015—In a region that seems blessed with eternal summer, one of the most noticeable signs of autumn is the arrival of countless migratory birds. Leaving their summer breeding grounds in North America, they transform Caribbean wetlands and forests with their colors and songs. Events celebrating these birds and their miraculous migrations are also arriving this month with International Migratory Bird Day (IMBD).

IMBD is coordinated across the Western Hemisphere by Environment for the Americas (EFTA), and events are held in over 700 locations from Canada to Argentina. [BirdsCaribbean](#), the largest organization devoted to wildlife conservation in the Caribbean, will coordinate activities throughout the region beginning in October, a time when migratory activity is at its peak in the Caribbean. [BirdsCaribbean](#) has been the regional coordinator for the past eight years.

[*2*INSERT PARAGRAPH LISTING EVENTS HAPPENING ON YOUR ISLAND]

The theme of IMBD this year is “Restore Habitat, Restore Birds.” This theme is particularly relevant in the Caribbean, where natural habitats share limited island real estate with dense human populations and intensive development. The migratory pathways and overwintering grounds of the Caribbean are an indispensable part of the life cycle of about 350 bird species, from egrets and ducks to hawks and songbirds.



EAG TALK

International Migratory Bird Festival focuses on Caribbean Habitat Restoration



Heritage Plants

Native Trees and Plants for Birds and People
in the Caribbean



Free e-book, *Heritage Plants*, is a guide for backyard beautification and habitat restoration using native Caribbean plants and trees.

The following is a press release from [BirdsCaribbean](#).

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songbirds.

“We use birds as an inspiration to restore forests and wetlands,” explains [BirdsCaribbean](#) president, Leo Douglas. “The underlying truth is that supporting habitat restoration is always a wise focus. Healthy local habitats are essential for human health, our agricultural base and the natural beauty that drives tourism.” Douglas noted further that the mangroves that protect us from storm surges and form critical fish nurseries are simultaneously important habitat for birds. Similarly, island forests sheltering a rich diversity of bird life are critical for preventing erosion and devastating land-slippages and mud slides.

Public activities to mark IMBD will include a diverse array of events such as bird-watching excursions, lectures, seminars, school-based art competitions, church services, and media campaigns. Tree plantings, seedling giveaways and other hands-on habitat restoration activities are planned on many islands.

As part of this year's festivities, [BirdsCaribbean](#) has produced a free ebook about native trees: *Heritage Plants: Native Plants for Birds and People in the Caribbean*. This illustrated book explains the importance of native trees to birds and other animals, includes a guide featuring dozens of native trees of particular value, and serves as a resource to foster habitat restoration within local communities.

“Planting a native tree is a fantastic way to beautify your backyard or neighbourhood,” notes [BirdsCaribbean's](#) Executive Director Lisa Sorenson. “Along with birds, native trees are the most iconic fea-

Conclusions

- ▶ Our partners are making excellent use of materials and training
- ▶ Significant investment of time by volunteers on Media Working Group, but well worth it!



Connect with us!

- Visit:

- BirdsCaribbean.org
- Email: info@BirdsCaribbean.org
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